



# Annual Report of Success Co-op

**FY 2014**



# 2014 Year in Review

Your Co-op has experienced success on many levels in 2014! I feel privileged to be a part of that success and honored to share some of our stories with you.

While our success is about more than numbers, it's a good place to start. Our sales for fiscal year 2014 (FY 2104) were just over \$38 million, a 6.0% increase over the previous year. Our Membership grew to over 10,000 Members and we're now closing in on 11,000. On average throughout the year, over 65% of our sales were to Members. This is a significant increase over last year's 60% and tells me that we're continuing to provide benefits and engagement opportunities that interest you.



For the sixth straight year in a row, we were able to share a percentage of our profits with Members through our Patronage Refund Program. For FY 2014, the Board of Directors approved a Patronage Refund cash distribution of \$968,000. We mailed out over 10,400 checks (an increase of 15%) with an average check of \$93. With this year's Patronage Refund, the Co-op has sent almost \$4 million back to our Members. Let that number sit with you for a minute. Almost \$4 million in profits shared with Members, based on their spending here. What a tremendous tangible benefit for Co-op Members and our local economy. And, we started our Co-op Patronage Seedling Grant program this year. Uncashed Patronage Checks will benefit five local food system projects that were selected by a Member committee.

Speaking of local food, working with a large variety of local vendors and offering thousands of year round local options is another major point of differentiation between the Co-op and our competition. This past year 36% of our sales (almost \$14 million) were local products. To further support our local farmers and producers, we updated our loan process and have funded some significant projects, with more on the way.

You'll read about these successes and many others in this Annual Report that covers July 1, 2013 through June 30, 2014. FY 2014 represents my first full fiscal year as General Manager, and I continue to be amazed at the good work our staff and Members contribute to our community. Thank you for the opportunity to participate in this type of community engagement and with this cooperative process.



J. Patrick Burns  
General Manager

# Board President's Report

While the Co-op's Board of Directors focuses on policy governance, together with the General Manager we've also had many conversations about business metrics and planning, Member engagement, community outreach, and our Global Ends. The Co-op and our over 200 staff members have achieved many successes in all of these areas this year and we're proud to share them with you.



As Cooperative Members and Owners, we have our own definitions of what the Co-op is to us, our families and our community and how we interact with the Co-op. Merriam-Webster's dictionary definition of "cooperative" as an adjective, on the other hand, goes like this:

- willing to be helpful by doing what someone wants or asks for;
- involving two or more people or groups working together to do something;
- relating to a business or organization that is owned and operated by the people who work there or the people who use its services.

Our reason for being, as a community-owned food cooperative, is to meet the needs of our Members. By doing what our Members and customers ask for, each and every day in the storefront, we're able to work together to "do something." While this Annual Report is but a small slice of what we've accomplished this year, it certainly gives you the opportunity to see that we've been doing something, in very impactful ways throughout the year.

We hope that you've found many ways to engage with the Co-op in the past year. Did you shop at the Co-op and recommend us to your friends? Have you taken part in a class or a crob mob? Did you attend The Dish, our new series for inquisitive eaters in partnership with the Intervale Center? How about offering your Member Worker abilities to one of our Community Outreach Partners for a Co-op discount? Did you receive a Patronage Refund check in November and recirculate that back into the local economy? Perhaps you ran for the Board or voted in the elections? Maybe you donated to the Chittenden Emergency Food Shelf or purchased a COTS Tree during our annual sale? What about connecting on social media and sharing your ideas or entering one of our popular giveaways? Did you perhaps use a Membership discount with one of our Community Connections partners?

We're here for you, our Members, and we're here to make this Co-op a success (and hopefully open a second one!) so we can continue to spread that success back into the community. Thank you for engaging with the Co-op on this year's journey. We look forward to sharing these stories with you and creating more in the coming year! And, of course, we welcome your thoughts and feedback all along the way because we're in this together!

In Cooperation,

A handwritten signature in dark ink, appearing to read "Molly O'Brien".

Molly O'Brien  
Board President



# City Market's Global Ends

The Onion River Co-op will be central to a thriving and healthy community, where:

- Consumers have local access to progressive social, environmental and healthful choices;
- Residents enjoy an enhanced quality of life;
- The local food system is strengthened;
- The cooperative model is supported; and
- Our owners have a sense of pride in their cooperative.

## *The Cooperative Principles*

The cooperative principles are guidelines by which cooperatives put their values into practice.

### **1. Voluntary and Open Membership**

Cooperatives are voluntary organizations; open to all persons able to use their services and willing to accept the responsibilities of membership, without gender, social, racial, political, or religious discrimination.

### **2. Democratic Member Control**

Cooperatives are democratic organizations controlled by their members, who actively participate in setting their policies and making decisions.

### **3. Member Economic Participation**

Members contribute equitably to, and democratically control, the capital of their cooperative.

### **4. Autonomy and Independence**

Cooperatives are autonomous, self-help organizations controlled by their members.

### **5. Education, Training and Information**

Cooperatives provide education and training for their members, elected representatives, managers, and employees, and they inform the general public about the nature and benefits of cooperation.

### **6. Cooperation among Co-operatives**

Cooperatives serve their members most effectively and strengthen the cooperative movement by working together through local, national, regional, and international structures.

### **7. Concern for Community**

While focusing on members' needs, cooperatives work for the sustainable development of their communities through policies accepted by their members.





# Co-op Membership & Member Sales



During FY 2014, 1,085 of your friends decided to become Co-op Members and Owners. As of June 30, we have 10,246 Members of our community-owned Co-op, an almost 12% increase over the prior year. With this growth, we also recognized an all-time high in Member Sales, which represented 65% of store sales by the end of the fiscal year. Since we exist as a Cooperative to meet the needs of our Members (and, by

extension, to fulfill our Global Ends), we're always heartened by our increases in Membership. During this fiscal year, we reached a milestone of 10,000 Members. We invited the Ben & Jerry's scoop truck for a Member Celebration in the parking lot, with balloons, Co-op temporary tattoos, free ice cream, and even the City Market Strawberry! It was a beautiful, sunny day – perfect for a party to celebrate all of our Members and our shared success.

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We have an engaged Membership and we all benefit from our Members' thoughtful feedback on how we're doing! As our Membership grows, our staff works to engage Members on an individual basis – through discussions in-store (or out in the gardens and parking lot), at community events, during our classes, at our Member Meeting or Harvest Celebration. Please introduce yourself wherever you see our staff or other Members!



Every couple of years, we ask for more detailed feedback on a variety of topics. To this end, you'll be seeing a Member & Customer Survey from us this spring. We read and consider each and every one of the responses we receive! So we hope that you'll take some time to inform us on how we can best meet your needs and how you feel we're doing as we work to fulfill our Global Ends.



# Cooperative Financial Health

We are pleased to report that the Co-op had a financially successful year! The financial health and strength of the Co-op plays an important role in helping us meet our Global Ends.

This year we have used our balance sheet strength to facilitate the purchase of the parking lot from the City of Burlington. Included in that purchase was continued support of the Community Economic Development office (CEDO) of \$50,000 annually for the next four years. As many of you know, CEDO assisted the Co-op when we moved to the South Winooski location by waiving any rental payments on the parking lot for the first five years. This was a significant help to the Co-op during those challenging first few years at our new location. Our current financial position allows us the opportunity to now support CEDO as they work on current projects in our community.

The Co-op's strong cash position allows us the opportunity to invest in our local farmers and producers. We are able to offer loans to local farmers and producers, in lieu of, or in conjunction with traditional bank loans. This helps secure the supply of the local products for Co-op Members and customers and helps our local farmers and producers to grow their businesses.

Our equity from new Members joining the Co-op, retained patronage dividends and retained earnings continues to be a source of strength for the Co-op. As we look to the future and second store possibilities, our equity position will support the opportunity to fund expansion with our own resources and/or lower rates on any external financing required.

The income statement shows our sound financial operations for the fiscal year ending June 30, 2014. Net sales for the fiscal year were \$38,265,655, a 6.1% increase over FY 2013. Local product sales this year were over 36% of total sales. Sales to Members continue to increase each year, ending this fiscal year at over 65%. Our net income before taxes and patronage was 6.4% of sales. The net income attributed to Member sales was returned to Members as Patronage Dividends in the amount of \$1,614,114 (See our *Patronage Dividend* section for more details).



The Co-op's strong cash position allows us the opportunity to invest in our local farmers and producers.



## Balance Sheet

	FY 2014	FY 2013
Current Assets	\$8,885,000	\$7,822,332
Property & Equipment	\$5,096,837	\$4,029,064
Other Assets	\$1,071,205	\$822,218
<b>Total Assets</b>	<b>\$15,053,042</b>	<b>\$12,673,614</b>
Current Liabilities	\$3,011,985	\$2,656,690
Long Term Debt	\$2,058,144	\$1,470,334
Other Accrued Expenses	\$424,300	\$276,400
Member's Equity	\$9,558,613	\$8,270,190
<b>Total Liabilities &amp; Member Equity</b>	<b>\$15,053,042</b>	<b>\$12,673,614</b>

## Income Statement

	FY 2014	FY 2013
Net Sales	\$38,265,655	\$36,064,904
Cost of Sales	\$23,765,785	\$22,464,150
<b>Gross Profit</b>	<b>\$14,499,870</b>	<b>\$13,600,754</b>
Operating Expenses	\$12,085,588	\$11,048,531
Other (Income) Expenses	\$(50,260)	\$(26,389)
Patronage Refund Expense	\$1,614,114	\$1,588,814
Provision for Income Taxes	\$325,936	\$402,520
<b>Net Earnings</b>	<b>\$524,492</b>	<b>\$587,278</b>

For any additional information regarding the Co-op's financial performance or to receive a detailed copy of the Annual Financial Statements, reviewed by Gallagher, Flynn and Company, LLP, please contact Jennifer Kennelly at [jkennelly@citymarket.coop](mailto:jkennelly@citymarket.coop).





# Caring for our Community

Caring for community is another way that we support local, our local neighbors and non-profits, and it's at the crux of almost everything we do here, day in and day out.

We've already shared some stories of celebrating the local food system, so here we'll focus on supporting and celebrating the amazing community we live and work in. The majority of our resources are focused on donations and partnerships that strengthen the local food system and work to alleviate childhood hunger.

## ***COTS Tree Sale***

In FY 2014, we held our 16th annual COTS Tree Sale and as in past years, we sold through almost 700 trees in less than two weeks, with all proceeds benefiting Burlington's Committee on Temporary Shelter. This annual Tree Sale has for us become a very tangible and cherished tradition of how the Co-op and our Members care for our community. Once you turn the corner off South Winooski Avenue, it smells like you're walking through a forest of balsam trees. The sale is only successful because of the many staff and volunteers (about 140!) that work long hours and act as our tree elves. In FY 2014, the proceeds of the sale totaled \$11,235 and total donations from the Tree Sale are now at over \$90,000. We're hoping to celebrate the \$100,000 mark in FY 2015!



## ***Food for All Program***

In FY 2008, the Co-op partnered with Hunger Free Vermont to explore ways to ensure we were a welcoming place to shop for all of our community members, at all income levels. Out of this partnership, we created our Food for All program, which offers a 10% discount and free Co-op classes to Members who are enrolled in 3SquaresVT, WIC (a federal special supplemental nutrition program for women, infants and children), Social Security Disability Income (SSDI), or Supplemental Social Security Income (SSI). Food for All Members can choose to purchase equity in the Co-op and access all benefits of Membership or they can choose to be non-shareholding Members.

In FY 2014, over 1,000 Members participated in the Co-op's Food for All (FFA) program. With this participation, FFA Members received almost \$193,000 in discounts to give them more purchasing power for their households. The American Recovery and Reinvestment Act of 2009 offered a boost in benefits for community members participating in federal SNAP (Supplemental Nutrition Assistance Program) benefits. In November 2013, this temporary increase ended and left many community members with far fewer benefits. In same the five years that the Co-op has been offering the FFA Membership, Hunger Free Vermont reports that the number of Vermonters receiving 3SquaresVT increased by 71%. So while the program has offered some valuable benefits to our neighbors, in FY 2015 we look forward to reviewing the program with Hunger Free Vermont and with FFA Members to make improvements, reduce any barriers and ensure we're reaching out appropriately to community members. You'll hear more soon!

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## ***Member Work with Community Outreach Partners***

Over the past couple of years, we've been slowly shifting our in-store Member Worker program to Member Work with our Community Outreach Partners. By the end of FY 2015, we will only offer very limited in-store Member Work, and mostly for special events (like the COTS Tree Sale). As a reminder, Members who work at least 2 hours per month receive a 7% Co-op discount and Members who work at least 4 hours per month receive a 12% discount.

The Co-op offers Member Work with over 15 community partners (including seasonal work with SEABA's Art Hop and Burlington's First Night celebration). As we transition additional Member Work from store to community, we'll be adding more partners and more opportunities. Our Partners mainly focus on our two specific goals of strengthening the local food system and alleviating childhood hunger. Each Partner offers a variety of work over the course of the year with opportunities for many interests and abilities so we encourage you to sign up (and first schedule yourself for a Member Worker Orientation if you haven't yet done so)!

When you look at the hours volunteered through Community Outreach Partners, they're equivalent to about 5.7 full-time employees out in the community working with our Partners on behalf of the Co-op.

In FY 2014, Co-op Members worked 20,249 hours, with 11,823 hours through our Community Outreach Partners and 8,426 hours in-store. When you look at the hours volunteered through Community Outreach Partners, they're equivalent to about 5.7 full-time employees out in the community working with our Partners on behalf of the Co-op. What an amazing way for our Members to support so many of our community's non-profits and share with the community one of the many benefits of engaging with a cooperatively-owned business.



**Annual Harvest Fun Run/Walk  
With BURLINGTON'S Sustainability Academy**



## ***Food & Wellness Education***

The Co-op offers a wide variety of classes and tours every year, and FY 2014 was no different. In the summertime, you could find classes on lacto-fermented fizzy drinks, Brazilian cooking, herb walks, and homemade hot sauce. In the fall and winter, we offered classes on topics from Bavarian soft pretzels and indoor gardening to gluten-free cooking and Middle Eastern Makloba with goat meat (part of our popular Mosaic of Flavor series). Come spring, we offered classes on cheese and



chocolate fondue (in French!), Chinese New Year dumplings, and horoscopes. You get the idea – we offer classes for every interest and ability. Some classes are held at the Co-op and many are held in the community through our partnerships with local schools and community centers.

In FY 2014, we offered 155 classes – each one an opportunity to learn about food, cooking, wellness and about your neighbors. Over 1,600 Members and customers took advantage of these opportunities and then shared feedback with us about other topics that interest them. So in this way, we continue to improve and grow our class offerings to meet the needs of our Members.

We also started a new educational series for inquisitive eaters in FY 2014, called 'The Dish' – a partnership between City Market and the Intervale Center. Both organizations had been wanting to do a deeper dive on food topics with a larger audience and a panel format, so we worked together to offer 'The Dish I' and 'The Dish II' this year. 'The Dish I' in March offered a focused discussion on local meat with panelists from the Intervale Center, Maple Wind Farm, Guild Fine Meats and NOFA-VT and moderator Joe Speidel of UVM. 'The Dish II' in May focused on GMOs with panelists from UVM Extension, NOFA-VT and the College of Agriculture and Life Sciences at UVM and moderator Alison Nihart of the UVM Food Systems Initiative. Over 150 community members attended these Dish events and we look forward to hosting more in FY 2015!

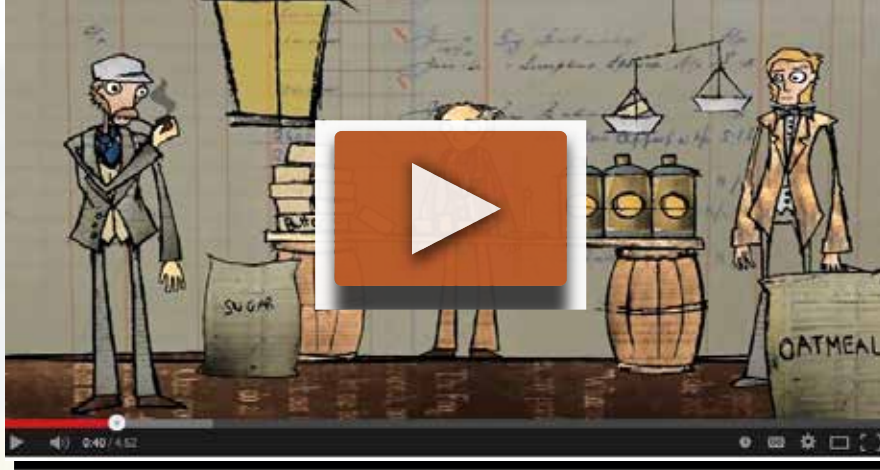


Watch this video to learn more about GMOs, from the Dish!



# Patronage Dividend

One very tangible Member benefit of the Co-op's success is our ability to declare a Patronage Dividend. What does this mean exactly? Back in 1844 when the Rochdale Pioneers created one of the earliest consumer cooperatives, their principles included that net margins would be distributed according to patronage. The IRS created rules that allow the option for cooperatives to operate as a non-profit in terms of sales to Members. So when the Co-op recognizes a net profit at the end of a fiscal year, we have the option of declaring a Patronage Dividend.



Watch this short video to LEARN MORE about the Rochdale Pioneers

Generally, this Dividend is divided into two parts:

- 1) the *Patronage Refund*, or the cash portion of the Dividend that is returned to Members, and
- 2) *Retained Patronage*, or the portion of the Dividend that is held at the Co-op in individual Members' names and reinvested back into Co-op work.

According to the Co-op's By-Laws, only the Board is authorized to initiate the distribution of Retained Patronage. Any distribution would need to start with the oldest Retained Patronage first and would only be distributed to active Members (or those who reactivate within a specific period of time).

The Co-op has been issuing Dividends to our Members since FY 2008 (that first year was a partial year Dividend). In that time, we've declared Dividends of over \$6,800,000. Over \$3,800,000 has been returned to Members through Patronage Refund checks. The other \$3,000,000 is set aside as Retained Patronage and has been reinvested in Co-op projects (one example is the Prepared Foods Department redesign we finished in October 2013). Over those same 6 ½ years, sales to Members totaled about \$106,000,000, so the total

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Patronage Dividend represents a return of almost 6.5%. The Patronage Refund portion on its own, represents a 3.6% return of Member spending back to Members (and back to the local economy).

This year, the Board approved a Patronage Dividend and authorized 60% of that Dividend be returned to Members through the Patronage Refund. Our total Patronage Dividend totaled just over \$1,600,000 and the cash portion returned to Members totaled over \$968,000 for over 10,400 Members.



# Co-op Patronage Seedling Grants

Several years ago, the Board updated the By-Laws and we now donate uncashed Patronage Checks (uncashed either intentionally or unintentionally) in ways that support the local food system. This year, we took that one step further and started our Co-op Patronage Seedling Grants program. After creating an application, we invited Members to join a committee to review the applications and recommend projects to the Board for approval. Here are the projects that you'll be funding in the Spring of 2015 (you'll hear many more stories about these in the year to come):

## **Pine Island Farm**

### **Chicken Collaborative**

**Colchester, VT • Grant Award: \$3,893**

This project will add a Chicken Collaborative to the existing Pine Island Farm Goat Collaborative in which two New American families currently raise more than 250 goats at the farm. Following the model developed for the Goat Collaborative, this grant will enable the farm to front the costs of starting a chicken operation. The Collaborative would cover all start-up costs and the farmers will raise and sell the chickens, using the proceeds to capitalize the purchase of the next round of chickens. In this way, they will become self-sufficient and able to finance the rest of their operation without further subsidy.

## **Living Well Group**

### **Farm to Care Program**

**Burlington, VT • Grant Award: \$4,500**

Living Well's Farm to Care Program provides fresh, nutritious, local foods to elderly residents of its community care facilities. This project connects local food producers and elderly Vermonters with the goals of improving residents' health, providing on-site gardening and growing opportunities, supporting local farmers, providing opportunities to educate staff and residents on nutritious foods, reducing the costs of meals, and building strong community connections through long-term collaborations. The overarching goal of this project is to provide affordable, nutritious, and local foods to Living Well's residents. In addition, Living Well will create, document, and disseminate the process and outcomes for collaboration between food growers and residential care facilities. The results of this project have the potential to influence the state's 105 residential care homes' food supplies and associated costs.

## **University of Vermont**

### **Establishing a Swede Midge Damage Threshold for Brassica Crops**

**Burlington, VT • Grant Award: \$5,000**

Swede midge is an invasive fly from Eurasia that will undoubtedly threaten the viability of local organic production of Brassica crops within Vermont. The midge attacks all varieties of *Brassica oleraceae* (kale, collards, cauliflower, broccoli, kohlrabi, etc.) and *Brassica rapa* (canola, Chinese cabbage, etc.). Midge damage can prevent broccoli and cauliflower head formation, curl leaves, and distort organs, resulting in crops that are unmarketable. Because there are no organic methods that are currently effective in controlling the midge, there is a critical need to identify control strategies for disrupting midge activity. This lab is the only lab in the United States currently working on developing pest control options for organic growers, and the only lab working on swede midge.



## **The Schoolhouse Learning Center: Taking Root The Farm, Food, Forest (FFF) Program South Burlington, VT • Grant Award: \$2,455**

The FFF Program – which began in September 2013 – offers students hands-on, year round opportunities to connect deeply with their food, food systems and the natural world. The program aims to equip students with knowledge about the relationship between food, food production, healthy bodies and a healthy environment and to support their development of positive attitudes about healthy food choices so they may identify, choose and follow a healthy diet over their lifetimes and become active stewards of the environment. The consistency, intensity and duration of the FFF activities are unique and allow students to develop a deep understanding of the local food system, learning what it takes to produce food, the link between food and the environment, and the relationship between food choices and (individual and environmental) health. Research shows that direct participation in food production has significant and lasting impact on children's food choices and direct benefits to the environment.

## **Chittenden Emergency Food Shelf Food Shelf Mobile Pantry & Transport Trailer Burlington, VT • Grant Award: \$5,000**

A transport trailer will enable the Chittenden Emergency Food Shelf (CEFS) to expand access to healthy, fresh food for low income community members in Chittenden County, while greatly increasing CEFS's capacity to safely accept and transport donations of perishable foods. The refrigerated trailer will greatly expand CEFS's capacity to rescue more food safely and efficiently by eliminating concerns about unsafe storage temperatures during transport. This trailer will increase the area that CEFS staff can collect food from and their capacity to accept foods that would previously have been unsafe to accept. Funding for this refrigerated trailer will provide a way for CEFS to further reduce food waste in our local food system while supporting those who are most vulnerable.





# Strong Local Food System

Every single one of our departments at the Co-op works to support our local food system and the growth of local product sales at the Co-op. And it's apparent in the data from FY 2014! The Co-op averaged over \$1.1 million in monthly sales of local products; this is an increase of over 11.2% in the monthly average over last year. The increase in sales of local products is outpacing the growth of store sales overall (total sales growth was 6.1%) which really sheds light on how much of our day to day work is focused on support of local.

## ***Celebrate Local***

We celebrate local in big ways and small throughout the year. Seasonally, we celebrate by sharing local farm stories with our Members and customers through farm tours and crop mobs. In October, we celebrate our local farmers and producers during our annual Harvest Celebration. This year we grew out of the white tent

**Local is an integral part of our decision-making process here at the Co-op.**

in our back parking lot and moved our Harvest Celebration over to Memorial Auditorium. We welcomed many new faces to this celebration and introduced community members to some of our favorite local farmers and producers.

Co-op staff was also integral to the planning and success of the Eat x NE festival that took place at Oakledge Park this summer. Thousands of visitors tried inspiring local food, took classes with us, visited our tent to learn more about the Co-op and listened to some great local music.

Noted in more detail in our *Co-op Patronage Seedling Grants* section, we celebrated local by funding five local food projects (more than \$20,000 total) this year through our new grant program.

## ***Purchase & Fund Local***

Local is an integral part of our decision-making process here at the Co-op. All things being equal, when we have the opportunity to buy a product locally, we'll take that opportunity. And we continue to keep our eyes on what we call "local food gaps" – those items that we'd like to purchase from local farmers and producers, but they're just not available.







## We ♥ the Intervale Center Fundraiser

\$66,000, which included support for additional pullets, concrete work and roof trusses for the new building. Our Co-op investment will allow Savage Gardens to increase capacity on their farm and improve the supply of local eggs to our community. If you would like more information on our local farm investment program, please contact Jennifer Kennelly, [jkennelly@citymarket.coop](mailto:jkennelly@citymarket.coop).

This Co-op investment will allow Savage Gardens to increase capacity on their farm and improve the supply of local eggs to our community.



Savage Gardens  
North Hero, VT

## *Donate & Partner Local*

Co-op staff works closely with partners at a number of local non-profits working to strengthen the local food system, like the Intervale Center, the Northeast Organic Farming Association of Vermont, the Burlington School Food Project, Vermont Farm to Plate, the Burlington Farmers' Market, the Old North End Farmers' Market and many more. We support each of



Making pesto at  
Summervale

these organizations financially as well as with in-kind donations of staff time and participation in events. We're hoping to roll out a new, exciting event with some of these partners in FY 2015 that we'll be sharing this spring!



# Sustainability & Environment

## *Waste Diversion*

At the Co-op, we work with a variety of sustainability-minded partners (like Chittenden Solid Waste District, Casella Waste Management and Burlington Electric) as we continuously look for ways to become more sustainable, lessen our impact and divert our waste from old-fashioned landfills.

Our Facilities Department continues to improve our total waste diverted from landfills. Over the past 4 years, we have reduced the amount of total waste sent to landfills from 31% to 20%. That's a difference of over 20 tons of garbage each year (that we're either not generating or diverting to compost and recycling)! We upgraded our compost container in the outdoor café and continue to work on messages we share throughout the store to remind customers and staff about waste diversion.



Over the past four years, we have reduced the amount of our total waste sent to landfills from 31% to 20%.

Another example of waste stream diversion comes in the form of a great Member benefit: free water from our Reverse Osmosis (RO) machine. Members enjoyed over \$44,000 worth of free water in FY 2014 (that's a 15% increase over FY 2013). In total, the Co-op sold almost 117,000 gallons of RO water during the year. If this were water sold in 20 ounce bottles, which is our most popular size, it would represent almost

748,000 plastic bottles that our customers didn't use because they purchased their water in bulk. That's enough plastic bottles to line the path from our front door to the Putney Food Co-op down in southern Vermont!

## *Energy Savings*

In FY 2014, the Co-op installed more LED lights continuing the project that we began in 2011. Here at the Co-op, one way we track energy usage is by kilowatt (Kw) hours per customer. Even when we're open the same number of hours, as more customers enter the store there's the potential for more energy usage. For example, the freezer doors open more often (in the customer and back hallway areas) when customers look for product and when we restock it. So if our Kw hours per customer are going down or holding steady, we feel like we're on the right track. In four years, our Kw hour usage per customer has gone from 0.91 to 0.83, a decrease of 9%.



## ***Alternative Transportation***

We continue to enjoy increased customer traffic with the same amount of limited parking. It makes sense for us to encourage staff and customers to use alternate forms of transportation to shop, to keep our parking lot safe and to lessen our impact on the planet. Our employees receive free bus passes to commute to and from work, so they can leave their cars at home. We installed a new bike rack in our back parking lot this year; it's a double-decker that's the first of its kind to be installed in Vermont and is covered by a canopy. We also installed a bike air pump near our front bike parking area. And, we continue to offer Bicycle Benefits which gives customers biking to the Co-op a 5% discount on their groceries. In FY 2014, we offered over \$5,500 in Bicycle Benefits incentives. We also offer bike locks at our Customer Service desk to loan to customers who may have forgotten theirs.



## ***FishWise: Sustainable Seafood***

In FY 2014, we partnered with FishWise, a non-profit organization focused on the health and recovery of ocean ecosystems, to develop and implement a new sustainable seafood program. Through this partnership we have improved our seafood sourcing, trained staff and created additional educational materials for customers. Seafood sourced through the program bears a "Best Choice" tag, indicating they come from well-managed sources that minimize the environmental impacts of harvesting or farming, according to the scientific criteria of the Monterey Bay Aquarium Seafood Watch program. Our goal is to source more sustainable seafood and share "Best Choice" information with customers to help them make informed decisions. This program is going strong in FY 2014 and we continue to work with our FishWise partners to increase our Best Choice offerings of sustainable seafood at the Co-op.

The addition of a sustainable seafood program to City Market is an extension of existing commitments to the environment including the solar panels on our roof, updated and energy efficient LED lighting throughout the store, and a reduction of waste sent to the landfill through composting and recycling projects.

**In FY 2014, we partnered with FishWise, a non-profit organization focused on the health and recovery of ocean ecosystems, to develop and implement a new sustainable seafood program.**



# Fiscal Year 2014: A Snapshot

Retail Square Feet: 12,000

## **Total Sales:**

Total store sales: \$38,265,654

Total local product sales: \$13,739,119

## **Membership:**

Total Members: 10,246 (12% increase from FY 2013)

Percent of Member Sales: 65.5%

Member Worker Hours: 20,249 (over 58% of these hours were with Community Partners)

## **Education:**

Number of classes: 155

Number of attendees: more than 1,600

## **Food Access:**

Number of Food For All Members: 1,114

Food For All Discount (total saved by Members): \$192,715

Chittenden Emergency Food Shelf Donations (goods and financial): \$64,235

## **Donations and Partners:**

Change for Local Non-Profits (bag refund program): \$14,692 to 12 organizations

Average monthly Change for Local Non-Profits donation: \$1,224

*Significant Community Partners:* Burlington School Food Project, Hunger Free Vermont, Boys' and Girls' Club of Burlington, Intervale Center, Chittenden Emergency Food Shelf, NOFA-VT, and Burlington Winter Farmers' Market







# Annual Report

**Thank you for another great year!**

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